



FOR IMMEDIATE RELEASE

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Sonoma Valley Vintners and Growers Alliance Officially Joins Sonoma Valley Farmers' Market

(SONOMA, Calif.) – The **Sonoma Valley Vintners & Growers Alliance (SVVGA)**, a marketing organization representing over 100 Sonoma Valley wineries and some 140 growers, announces that they will be officially joining the Valley of the Moon Certified Farmers' Market for the remainder of the 2014 season beginning next Tuesday, October 7th.

This marks the SVVGA's second foray into the festive Tuesday night market which is held throughout the summer in Sonoma's historic downtown plaza. The SVVGA held a well-received outreach event on June 15th, adjacent to the market proper, as a means of connecting the local wine industry with the broader the Sonoma Valley community.

The SVVGA will feature a rotating group of vintners and growers who will share their stories and sample their wines directly with market participants. "Our members have such rich stories to share", says SVVGA Marketing Director, Scott Black, "and these plaza-side chats will be a rare opportunity for people to actually get to know some of the valley's key vintners and growers up close and personal".

Sampled wines will be available for purchase by the bottle, and the SVVGA will be on hand to share information on the local industry as well as sell its popular Sonoma Valley Wine apparel items.

Schedule of Participating Vintners:

Tuesday, October 7, 2014

- Breathless Wines & Envolv Winery

Tuesday, October 14, 2014

- Beltane Ranch & Highway 12 Vineyards & Winery

Tuesday, October 21, 2014

- Schug Carneros Estate Winery & BRYTER Estates

Tuesday, October 28, 2014

- Two Amigos Wines & Madrone Vineyards Estate (Valley of the Moon)

About Sonoma Valley Vintners & Growers Alliance and Foundation

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 members who share a mission to promote awareness of Sonoma Valley's grapes, wine, and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501c.3 organization that has raised over \$10,000,000 for local Sonoma charities. For more information on the SVVGA and SVVGF, visit www.SonomaValleyWine.com.

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